2011 Fusion Hybrid Overview

NEW CONVENIENCE AND TECHNOLOGY FEATURES ADD TO FUEL-EFFICIENT 2011 FORD FUSION AND FUSION HYBRID

- 2011 Ford Fusion adds HD Radio® to its impressive list of technology features that include MyKey™ programmable vehicle key and available Rear View Camera System
- Appearance and feature packages add a new level of style and sophistication to Fusion's highly acclaimed interior design
- With a choice of I-4 and V-6 engines, as well as Fusion Sport and Hybrid models, Ford offers a Fusion to suit nearly any driver's needs

The Ford Fusion has been a huge hit, the No. 1-selling domestic car in 2009 thanks to distinctive features, smart technology and exceptional quality and satisfaction ratings. And, since Fusion offers something for everyone – a Hybrid model that's America's most fuel-efficient midsize sedan, a Sport version and a selection of gas-powered engines paired with six-speed transmissions – there's no reason for midsize sedan shoppers to look anywhere else.

Fresh off its record-breaking 2010 run, Fusion enters the 2011 model year with even more safety, technology and convenience offerings, including MyKey, available rain-sensing wipers and HD Radio. Integrated blind-spot mirrors have been added to cars without the optional Blind Spot

Information System (BLIS®), and the award-winning Ford SYNC® communications and infotainment system can now be integrated with the available touch-screen voice-activated navigation system.

New equipment groups include an available Luxury Package with either a Ginger or Charcoal Black interior environment. Both envelop the driver in premium leather trim with contrast stitching, unique dash and center stack finishes, machined aluminum pedals and illuminated door sills.

An available Comfort Package adds driver and passenger heated seats, ambient lighting, a four-way power-adjustable passenger seat, dual-zone automatic temperature control and heated mirrors with puddle lamps.

Designed to stand out
Fusion's exterior design gives the car a sporty, upscale appearance along with aerodynamics that help reduce wind noise and improve fuel economy. The car's front end sports a powerfully domed hood and aggressive grille, while underbody treatments further boost Fusion's fuel economy. Overall, Fusion is designed to appeal to customers eager for a fun-to-drive midsize sedan.

With all models, the interior design team created a contemporary, technical look with metallic finishes on the instrument panel that carry through on the center console, doors and steering wheel. The instrument panel is finished with a soft upper and lower skin, and instrument panel displays and switches glow with a contemporary ice blue lighting.

A leather-wrapped steering wheel, shifter, and wrapped and padded armrests increase Fusion's sportiness and comfort at all key driver touchpoints. The seats offer ample side support along with contrast stitching and leather inserts on select models.

The gauge cluster has been designed with daytime backlighting, a black lens, and 3D elements to create a high-tech jewel-like appearance, similar to a fine watch. Drivers are greeted by a "welcome" sequence that makes the Fusion seem as if it's coming to life. Gauge needles sweep back and forth as the lighting and chimes come on. The ambient lighting system offers the option of illuminating

the front and rear footwells and front cup holders.

Fuel-efficient powertrain lineup
The Fusion 2.5-liter I-4 engine offers an EPA-estimated 34 mpg highway with 175 horsepower and 172 ft.-lb. of torque. Also available is the proven Duratec® 30 3.0-liter V-6 engine producing 240 horsepower and 222 ft.-lb. of torque, along with flex-fuel capability. Using E85 ethanol, the 3.0-liter V-6 can produce up to 250 horsepower.

For maximum performance, the Fusion Sport features a 3.5-liter V-6 that has 263 horsepower and 249 ft.-lb. of torque delivered with regular unleaded fuel.

The 2011 Fusion features an all six-speed transmission lineup, including an available six-speed manual or automatic transmission backing the I-4 engine. New this year, I-4 automatic models are available with SelectShift manual gear control via a gear selector up/down button.

Front-wheel drive and on-demand all-wheel drive are available on Fusion models with a 3.0-liter V-6 engine and with the Fusion Sport 3.5-liter engine. Both V-6 engines come standard with SelectShift for individual gear control. The versatility in the powertrain systems creates a wide range of options designed to fit every need.

Suspension and driving dynamics
The 2011 Fusion is equipped with Electric Power Assist Steering (EPAS), improving the driving dynamics while delivering fuel savings since the steering system is operated by the electrical system rather than the engine. Additionally, EPAS provides customers with precise steering feel and minimal low-speed effort that makes parking a cinch.

Fusion's front anti-roll bar and rear suspension link geometry help ensure confident steering, handling and ride. The suspension elements have been tuned to take full advantage of EPAS.

Complementing Fusion's steering, handling and brake feel, wind noise and road noise control help make the cockpit a relaxing, pleasant environment in which to spend time. An acoustic windshield, thick front door glass, inner and outer dash absorbers, revised sealing baffles and interior headliner absorption materials each aid overall sound level and quality.

Fusion Sport caters to driving enthusiasts
Though the 2011 Ford Fusion caters to buyers seeking a fun-to-drive midsize car, Ford also wanted to offer something for serious driving enthusiasts. With its even sportier look, larger, more powerful engine, aggressive 18-inch wheels and upgraded suspension tuning, the new 2011 Ford Fusion Sport is a dynamic addition to the lineup.

The 263-horsepower 3.5-liter V-6 Duratec engine is mated to a six-speed automatic transmission with SelectShift. Front-wheel drive is standard, all-wheel drive is available. The sport-tuned air intake system provides an assertive growl that complements the driving experience.

For 2011, Ford Fusion Sport also features a unique lower grille for a functional look, large beveled bright-tip dual exhausts, side rocker moldings, a decklid spoiler and unique Sport badging. Eighteen-inch painted aluminum wheels are standard.

The interior reflects the car's enthusiast nature as well. Fusion Sport includes a Charcoal Black interior with a high-tech soft-touch dark gray finish available. Sport Blue or Sport Red interior accents are also available, depending on exterior color selected, which carries over to the seat inserts and contrast stitching.

Hybrid model
The popular Fusion Hybrid uses a powertrain system that combines the best attributes of the

gasoline engine and electric battery-driven motors to deliver an optimal experience for the customer in terms of driving performance and fuel economy. The propulsion system transitions between gas and electric power efficiently and seamlessly.

Ford Fusion Hybrid can operate up to 47 mph in pure electric mode, approximately twice as fast as some competitors. Plus, the city driving range on a single tank of gas is more than 700 miles.

Ford also offers drivers a way to be connected to the hybrid driving experience thanks to SmartGauge™ with EcoGuide, a unique instrument cluster execution that helps coach owners to optimize performance of their hybrid.

SmartGauge with EcoGuide features two high-resolution, full-color LCD screens on either side of the analog speedometer that can be configured to show different levels of information, including fuel and battery power levels, and average and instant miles per gallon. EcoGuide uses a multilayered approach to coach the driver to maximum fuel efficiency.

A tutorial mode built into the display helps the driver learn about the instrument cluster and the Hybrid in a whimsical way that does not overpower. Technical enthusiasts love the detailed gauges that will help them learn to become more efficient in their driving. Everyday drivers love the system's efficiency leaves, a feature that "grows" leaves and vines on-screen to reward customers for efficient driving.

Drivers can choose one of four data screens to display the desired level of information during their drive. These include:

- Inform: Fuel level and battery charge status
- Enlighten: Also displays electric vehicle mode indicator and tachometer
- Engage: Also displays engine output power and battery output power
- Empower: Also displays power to wheels, engine pull-up threshold and accessory power consumption

All levels can show instant fuel economy, fuel economy history, odometer, engine coolant temperature, the gear the car is in, and trip data (trip fuel economy, time-elapsed fuel economy and miles to empty). The engine coolant temperature indicator turns green when engine conditions are warm enough to allow engine pull-down.

Several other elements help differentiate the Ford Fusion Hybrid from its gas-powered sibling, including unique 17-inch, eight-spoke wheels; eco-friendly seat fabric made from postindustrial 100 percent recycled materials; and a standard 110-volt power outlet.

Fusion safety technologies
Standard and available 2011 Ford Fusion safety features include:

- AdvanceTrac® with Electronic Stability Control with brake-actuated traction control
- Dual front airbags, front seat-mounted side airbags and side air curtains
- Personal Safety System™, a suite of safety technologies including dual-stage front airbags for the driver and front seat passenger, seat belt pretensioners, load-limiting retractors, seat position sensing and crash severity sensing
- Tire Pressure Monitoring System
- SOS Post-Crash Alert System that flashes signal lights and sounds horn in the event of an accident
- LATCH (Lower Anchors and Tethers for CHildren) system on rear seating positions

Fusion technology and connectivity features
Standard and available 2011 Ford Fusion technology features include:

- SYNC voice-activated communications and entertainment system with Traffic, Directions & Information
- SIRIUS® satellite radio with initial six-month subscription
- EPAS with Pull-Drift Compensation
- Voice-activated navigation with SIRIUS Travel Link™ and HD Radio, including iTunes song-tagging ability
- Rear View Camera System to aid rear visibility while backing up
- Easy Fuel® Capless Fuel-Filler System
- Integrated blind-spot mirrors
- MyKey programmable vehicle key
- Ambient lighting allowing drivers to change interior lighting color palette
- Steering wheel audio controls
- 110V AC power outlet (Hybrid models only)

The Ford Fusion is built at the Ford Hermosillo (Mexico) Stamping and Assembly Plant.